

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 704148  
**Alt Order #:** 6261200  
**Product Desc:** AMERICANS FOR PROS  
**Estimate:** 1872  
**Flight Dates:** 08/22/12 - 08/27/12  
**Original Date / Rev:** 08/02/12 / 08/02/12  
**Order Type:** Political

WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Americans For Prosperity  
**Demographic:** A50+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	34	\$18,675.00	\$15,873.75
08/27/12	08/27/12	8	\$5,575.00	\$4,738.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	34	\$18,675.00	\$15,873.75	0.00
September 2012	8	\$5,575.00	\$4,738.75	0.00
<b>Totals</b>	<b>42</b>	<b>\$24,250.00</b>	<b>\$20,612.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	30%	\$24,250.00
Market	100%	\$80,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$4,041.67
WCWJ	0%	\$0.00
WJXT	30%	\$24,250.00
WJXX	8%	\$6,466.67
WTEV	27%	\$21,825.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/22/12	08/24/12	Today Show II M-F 9-10am	CM	9a-10a	--WTF--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					3	\$300.00		0.00			
E 2	WTLV	08/22/12	08/24/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	--WTF--	:30	3	\$225.00	P-1	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					3	\$225.00		0.00			
E 3	WTLV	08/22/12	08/24/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	--WTF--	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTLV	08/22/12	08/24/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p --WTF--	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		3		\$650.00	0.00					
E 4	WTLV	08/22/12	08/24/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p --WTF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		4		\$1,200.00	0.00					
E 5	WTLV	08/22/12	08/24/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p --WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		3		\$1,500.00	0.00					
E 6	WTLV	08/22/12	08/24/12	Tonight Show Tonight Show	CM	1135p-1237a --WTF--	:30	6	\$250.00	P-3	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		6		\$250.00	0.00					
E 7	WTLV	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a -----S-	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S-		2		\$350.00	0.00					
E 8	WTLV	08/25/12	08/25/12	Sat 8-10a Sat 8a-10a	CM	8a-10a -----S-	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S-		2		\$350.00	0.00					
E 9	WTLV	08/25/12	08/25/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p -----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S-		1		\$350.00	0.00					
E 10	WTLV	08/25/12	08/25/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p -----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S-		1		\$350.00	0.00					
E 11	WTLV	08/25/12	08/25/12	Sat Prime B Sat Prime B	CM	Sat 9p-10p -----S-	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S-		2		\$650.00	0.00					
E 12	WTLV	08/25/12	08/26/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p -----SS	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----SS		2		\$300.00	0.00					
E 13	WTLV	08/26/12	08/26/12	Sun 1130p-12x Sun 1130p-12am	CM	Sun 1130p-12a -----S	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S		2		\$175.00	0.00					
E 14	WTLV	08/27/12	08/27/12	Today Show II M-F 9-10am	CM	9a-10a M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1		\$300.00	0.00					
E 15	WTLV	08/27/12	08/27/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1		\$225.00	0.00					
E 16	WTLV	08/27/12	08/27/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00

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 WTLV-TV

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E 16	WTLV	08/27/12	08/27/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1		\$650.00			0.00			
E 17	WTLV	08/27/12	08/27/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p M-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		2		\$1,200.00			0.00			
E 18	WTLV	08/27/12	08/27/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1		\$1,500.00			0.00			
E 19	WTLV	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a M-----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		2		\$250.00			0.00			
Totals												42	\$24,250.00	